

NASA Office of Communications Planning
2008 NASA AARP Survey Results
(August 29, 2008)

170 visitors to the NASA 2008 AARP Life@50+ exhibit booth responded to surveys. 70% (120) of the respondents were female and 30% (50) were male. Survey results were:

How would you describe your personal support of America's space program?

- 5 - Very Supportive
- 4 - Somewhat supportive
- 3 - Neutral
- 2 - Somewhat Opposed
- 1 - Very Opposed

Average score (all respondents): **4.83**
Average score (female): **4.78**
Average score (male): **4.86**

NASA is embarking on an ambitious effort to send humans back to the moon, then on to Mars and beyond. How would you describe your support for this plan?

- 5 - Very Supportive
- 4 - Somewhat supportive
- 3 - Neutral
- 2 - Somewhat Opposed
- 1 - Very Opposed

Average score (all respondents): **4.75**
Average score (female): **4.68**
Average score (male): **4.84**

How do you feel about this statement? "Benefits from NASA and America's space program have improved our standard of living in this country."

- 5 - Strongly Agree
- 4 - Somewhat Agree
- 3 - Neutral
- 2 - Somewhat Disagree
- 1 - Strongly Disagree

Average score (all respondents): **4.82**
Average score (female): **4.76**
Average score (male): **4.88**

Overall, how satisfied were you with the content of the NASA exhibits at this conference?

- 5 - Very Satisfied
- 4 - Somewhat Satisfied
- 3 - Neutral
- 2 - Somewhat Dissatisfied
- 1 - Very Dissatisfied

Average score (all respondents): **4.94**
Average score (female): **4.88**
Average score (male): **4.98**

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Below are the responses to the survey question **“Do you have any thoughts on how NASA’s exhibits at this conference could be improved?”**

Awesome enough!

Loved all of them.

Excellent.

Very informative ... learned stuff I never knew before.

Fun and informative. Wouldn't change a thing!

Haven't looked enough.

Great!

It was fun and I came back a second day.

This exhibit was exceptional. I was here yesterday and have raved to everyone about the experience. Only wish my grandchildren were here.

The exhibits were great and especially John Love, who talked with me about cell study in space and at places like NIH.

It is exceptional – even better than 2008.

Some interactive stiff – maybe on a computer.

They're great!

Keep it highly visual and interactive.

It was fantastic.

Best exhibit = too much fun!

This is [an] absolutely outstanding exhibit. How wonderful!

More interactive capabilities.

Images from Polar Explorer.

Tell me where they will be. Maybe some simulations or even more interactives.

No [suggestions for improvement], Very good.

Great!

Congress should provide more money.

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Keep up the great work!

I enjoyed the exhibit and the people I spoke to. No changes needed.

Keep up the outreach.

None. Absolutely incredible and fascinating.

Exhibitor and speaker very informative.

I thought it was quite informative – a lot of fun.

It was great. Enthusiastic people!

More interactive activities.

No improvement needed.

They are very dedicated to their jobs.

Very well planned and engaged participants at each venue.

Excellent! As a retired teacher, I found your presentations enlightening, interesting and educational.
Great work!

It was great.

This was one of the best.

Very well done.

This was the best exhibit I've visited at many gatherings!

The exhibits were very helpful.

Liked the combination of interactive displays plus also having access to engineers on a project.

Excellent.

Keep up the good work.

Bring this exhibit to schools.

No [suggestions for improvement], It was very informative.

We need all the support we can get.

Excellent.

Very informative and fun.

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Everyone was knowledgeable and helpful.

It was awesome!

Always different and wonderful.

The best exhibit in the convention. I can't think of any improvement, but I am sure you will.

Liked it!

It was wonderful.

Have a real wind tunnel.

Keep coming to the public.

More astronauts.

Very nice – thank you.

More stories.

Great exhibit – staff as great!

How about an interactive exhibit on meteors and the creation of craters? Red-blue 3D vision doesn't work as well as the polarization kind.

LIFE @ NASA EXHIBIT SURVEY

September 4 – 6, 2008

Your Opinion Matters !

NASA wants to know how you feel about America's space program. Please complete this survey after you visit the Life@NASA exhibits, and return it to the Mission Guide table in the NASA exhibits area.

1. Your gender:

Female

Male

2. How would you describe your personal support of America's space program?

- Very Supportive
- Somewhat supportive
- Neutral
- Somewhat Opposed
- Very Opposed

3. NASA is embarking on an ambitious effort to send humans back to the moon, then on to Mars and beyond. How would you describe your support for this plan?

- Very Supportive
- Somewhat supportive
- Neutral
- Somewhat Opposed
- Very Opposed

4. How do you feel about this statement? "Benefits from NASA and America's space program have improved our standard of living in this country."

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

5. Overall, how satisfied were you with the content of the NASA exhibits at this conference?

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied

6. Do you have any thoughts on how NASA's exhibits at this conference could be improved?